

Message Text

UNCLASSIFIED

PAGE 01 ROTTER 00336 130448Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 (ISO) W
-----099284 132137Z /65

R 121430Z MAY 78
FM AMCONSUL ROTTERDAM
TO USDOC WASHDC
INFO SECSTATE WASHDC 2625
AMEMBASSY THE HAGUE
AMCONSUL AMSTERDAM

UNCLAS ROTTERDAM 336

E.O. 11652: N/A
TAGS: BEXP, NL
SUBJ: ADS REQUEST FOR HOMELITE TEXTRON, CHARLOTTE, N.C. 28217

AMCONGEN ROTTERDAM CONTACTED TWELVE FIRMS INDIVIDUALLY, RESULTING IN EIGHT REQUESTS FOR PRODUCT LITERATURE. MOST FIRMS ADVISED THAT THEY CONSIDERED THE PUMPS NOT SUITABLE FOR THE DUTCH MARKET SINCE MOST PUMPS FOR CONSTRUCTION PURPOSES ARE ELECTRICALLY OPERATED. COMPLETION OF THIS ADS REQUEST WAS COMPLICATED BECAUSE THE HOMELITE TEXTRON BROCHURE COMBINED UNRELATED PRODUCTS, NAMELY CHAINSAWS AND GENERATORS, PUMPS AND COMPACTORS. AFTER REVIEWING PRODUCT LITERATURE, ONLY TWO COMPANIES EXPRESSED INTEREST IN REPRESENTING HOMELITE TEXTRON:

1. EEKELS POMPEN B.V.
P.O. BOX 9054
1006 AB AMSTERDAM, NETHERLANDS
CONTACT: MR. P. DE VRIES, SALES MANAGER
PHONE: AREA 020 LOCAL 155050
TELEX: 11514
COMMENT: EEKELS POMPEN B.V. IS A FULL SUBSIDIARY OF EEKELS B.V. (HOLDING) AT THE SAME ADDRESS, OPERATING UNDER THE SAME MANAGEMENT. THE EEKELS GROUP HAS A SUBSCRIBED CAPITAL OF 400
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PAGE 02 ROTTER 00336 130448Z

THOUSAND GUILDERS. BANK REFERENCE AMSTERDAM-ROTTERDAM BANK, NEDERLANDSCHE MIDDENSTANDBANK AND ALGEMEN BANK NEDERLAND. EEKELS POMPEN MANUFACTURES COMPLETE PUMP INSTALLATIONS AND UNITS. THEY ARE ALSO IMPORTERS/DISTRIBUTORS OF SPECIAL DUTY PUMPS.

2. GEBR. DE JONGH

P.O. BOX 35

4460 AA GOES, NETHERLANDS

CONTACT: MR. L.J. DE JONGH

PHONE: AREA 01100 LOCAL 16340

TELEX: 55363

COMMENT: THIS FIRM WAS ESTABLISHED IN 1931, AND REMAINS
FAMILY-OWNED, WITH A STAFF OF 35. SPECIALIZING IN AGRICULTURAL
PRODUCTION SUCH AS SEEDS, DE JONGH IS ALSO IMPORTER/DISTRIBUTOR
FOR HORTICULTURAL MACHINERY AND TOOLS. MR. DE JONGH IS VERY
INTERESTED IN REPRESENTING HOMELITE TEXTRON, WHICH ALREADY
ENJOYS PRODUCT ACCEPTABILITY IN THE ZEELAND AREA. BANK REFERENCE:
RABOBANK, GOES. WORKING CAPITAL NOT DISCLOSED.

PREP BY: H.L. VAN SUCHTELEN APPR BY: R.P. RYDLUN
CHRISTIANO

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NNN

Message Attributes

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Capture Date: 01 jan 1994
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Draft Date: 12 may 1978
Decaption Date: 20 Mar 2014
Decaption Note: 25 YEAR REVIEW
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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To: COM
Type: TE
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